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9th Annual Precious[®] Cheese Italian Feast of San Gennaro, Los Angeles September 24–26, 2010

**Prima Notte Gala on Thursday, September 23rd
Paying tribute to Italian-American Military Service Men and Women**

**Community festival celebrates Italian culture
with three days of music, food, wine, rides and games**

Hollywood, August 16, 2010 – The San Gennaro Foundation kicks off October's Italian Heritage Month, a celebration of everything it means to be Italian, with their annual street festival. Last year, the San Gennaro Foundation donated over \$200,000 to local charities that benefit Los Angeles shelters for children and families, food banks for the homeless and school programs for underprivileged youth, among others. Hosted by event co-founder Jimmy Kimmel and Adam Carolla, the Precious[®] Cheese Italian Feast of San Gennaro, Los Angeles will once again take over Hawthorn Ave. (between Highland and Orange) in Hollywood.

Kimmel said "The Feast of San Gennaro is now a beloved Hollywood tradition. Bring your family and I'll bring mine. Then afterwards, we'll all get our stomachs pumped."

Inspired by the 80+year old New York City tradition, the Feast celebrates Italian culture, entertainment and cuisine, and throughout the weekend will feature great food, music, genealogy research, a kid's corner, bocce, bingo, carnival rides, games and more. Surprise celebrity guests will join the cooking team, as they demonstrate Italian recipes on the Precious[®] Cheese La Cucina Italiana Cooking Stage with special guest, Precious[®] Cheese's very own Chef Marco.

The fun-filled weekend commences Thursday, September 23rd with the opening night fundraising gala, "Prima Notte 2010," which will pay tribute to the US Military. Continuing in their commitment to honor Italian-Americans in the community, this year the San Gennaro Foundation will recognize the outstanding efforts that Italian-Americans have made to serve their country and will highlight Italian American entertainers who have entertained our troops from WWII to the present. Master of Ceremonies Mark DeCarlo will introduce special performances during the "old-fashioned USO show", featuring Pete Jacobs' Wartime Radio Review. Additionally, the entire weekend's festivities will be broadcast live via the Internet to US troops serving overseas.

“We have been bringing Italian culture to the heart of Hollywood for nine years running,” said Frankie Competelli, President of The San Gennaro Foundation, Los Angeles. “We are thrilled to, once again, celebrate tradition, family, and great food with the community.”

Tickets for the opening night gala are available online at www.feastofla.org and are \$100 each for VIP admission and \$50 each for general admission. Reserved tables for 10 guests are available for \$2,000 for VIP and \$1,000 general. Additionally, all US Military will receive 50% off the \$100.00 Prima Notte Ticket and FREE admission all weekend (must show Military ID at entrance).

“Precious® Cheese is proud to be presenting sponsor again this year helping to bring authentic Italian culture, entertainment, food and fun to the Los Angeles area,” said Jessica Ruth, spokesperson for Precious® Cheese. “The San Gennaro Foundation’s commitment to preserving Italian-American heritage resonates with the Precious® Cheese brand and we look forward to continuing to raise funds for the organization and its programs.”

The festival venue is conveniently located across the street from the Hollywood and Highland complex, directly behind the Jimmy Kimmel Live Theater at 1651 N. Highland Ave. The Feast will be held September 24-26, 2010 from 11:00 a.m. to 11:00 p.m. General admission is \$5 and kids under 12 are free. All proceeds benefit the San Gennaro Foundation, established to provide aid to children and families in need in Los Angeles.

For more information about the Precious® Cheese Italian Feast of San Gennaro, Los Angeles, please visit www.feastofla.org or call (818) 508-0082.

About Precious® Cheese

Precious® brand cheese is brought to you by Lactalis Retail Dairy, Inc. LRDI is part of Groupe Lactalis, one of the largest dairy companies in the world. Lactalis produces a wide array of all-natural cheese products included among the leading brands of mozzarella, ricotta, fresh mozzarella, string and stick cheese sold in the United States. Our wide variety of specialty cheese is available to retail, foodservice and industrial customers. More information on Precious® cheese may be found at www.preciouscheese.com.

About The San Gennaro Foundation

The San Gennaro Foundation is a 501(3)c non-profit created by celebrity Jimmy Kimmel and producer Douglas DeLuca, along with some of Los Angeles' most prominent Italian-American citizens, to benefit underprivileged children and homeless in Los Angeles, as well as to provide entertainment and cultural enrichment to the community through its non-profit, cultural outreach program.

The Foundation’s mission is to uphold the principles established by St. Gennaro, patron saint of Naples who worked tirelessly to help people in need. In addition to fundraising, the group seeks to perpetuate cultural identity and solidarity within the Italian American community. All events are intended to embody the attributes of generosity and goodwill that define the Italian spirit. While some efforts celebrate Italian culture, the Foundation and its programs are not limited to Italian Americans and are supported by diverse individuals.

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